



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

2163  
145  
11-5-g  
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Technology Center 2100

Applicant(s): Donald F. Gordon, et al.

Case: 19880003900 (DIVA/308)

Serial No. 09/737,841

Filed: 12/14/00

Examiner: not assigned

Group Art Unit: not assigned

Title: METHOD AND APPARATUS FOR COLLECTING AND REPORTING  
CONSUMER TREND DATA IN AN INFORMATION DISTRIBUTION  
SYSTEM

ASSOCIATE POWER OF ATTORNEY/  
CHANGE OF CORRESPONDENCE ADDRESS

ASSISTANT COMMISSIONER FOR PATENTS  
Washington, D.C. 20231

S I R:

I hereby appoint the attorney(s) on ATTACHMENT A as associate attorney(s) in the aforementioned application, with full power to prosecute said application, to make alterations and amendments therein, to receive the patent, and to transact all business in the Patent and Trademark Office connected with the prosecution of said application.

Date: 8/15/01

  
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**ATTACHMENT A**

Attorney Name(s): Attorneys and/or Agents of **CUSTOMER #26,291**

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